

POSITION DESCRIPTION



Digital Delivery Specialist

Position Title	Digital Delivery Specialist
Classification	HEW Level 7
Position Number	TBC
School/Office	Office of Marketing
Division	Western Sydney & External Engagement

POSITION PURPOSE

The Digital Delivery Specialist is responsible for supporting the delivery of the University's digital initiatives, with a focus on web migration, platform adoption and continuous improvement. The role combines project coordination with hands on technical implementation support, ensuring requirements are clearly defined, solutions are effectively delivered, and stakeholders are enabled to successfully adopt new platforms and processes.

The position plays a key role in onboarding and supporting users, contributing to a consistent, secure and user focused digital environment through strong coordination, collaboration and knowledge sharing.

KEY ACCOUNTABILITIES

- Coordinate end to end delivery of digital initiatives, including planning, scheduling, resourcing, risk management, documentation and reporting on progress, milestones and issues
- Engage with stakeholders to gather and define requirements, support scoping and act as a key point of contact to ensure clear communication, alignment and timely resolution of issues
- Support the implementation and build of digital experiences, including content structuring, component usage, quality assurance and coordination of reviews, approvals and release activities
- Collaborate with technical and delivery teams to manage dependencies and integrations, ensuring solutions are delivered effectively and aligned to requirements
- Contribute to the development and adoption of content governance practices and publishing workflows to support a consistent and user focused digital environment

- Lead onboarding and enablement activities, including coordinating access, developing and delivering training, creating guidance materials and providing ongoing user support and troubleshooting
- Identify and contribute to continuous improvement opportunities to enhance delivery efficiency, platform adoption and overall user experience

QUALIFICATIONS, EXPERIENCE AND SKILLS

- A relevant tertiary qualification and experience or an equivalent combination of professional experience, education and training in a digital, project or delivery environment including planning, scoping, coordination and reporting
- Demonstrated understanding of web development processes, including the delivery lifecycle from requirements through to build, testing and release, with the ability to work effectively with development teams
- Working knowledge of code development, including the ability to read and interpret front end code and support quality assurance and validation activities
- Experience reviewing and assessing existing or legacy content management system sites to inform migration, including identifying content structure, components, dependencies and opportunities for consolidation or improvement
- Demonstrated ability to work independently while contributing as an effective member of a delivery focused team, meeting deadlines and managing competing priorities
- Strong organisational and coordination skills, with the ability to manage multiple activities, maintain attention to detail, ensure quality outcomes and escalate issues when required
- Well-developed analytical and problem solving skills, with the ability to use initiative and exercise sound judgement in a dynamic environment
- Strong communication and interpersonal skills, with the ability to deliver training, facilitate onboarding and convey information clearly to a range of stakeholders including senior leaders and technical specialists
- Experience working in a web or digital publishing environment, with an understanding of content management, delivery processes and supporting tools such as project tracking, analytics and personalisation platforms will be advantageous

KEY RELATIONSHIPS

This position reports to the Digital Operations Manager. This position has no supervisory responsibilities.

Success in the role will be dependent on developing and maintaining positive relationships with:

1. Manager, Website and User Experience
2. Web Content Producers
3. Adobe Developers and Project Managers
4. Director, Marketing
5. Chief Marketing Officer
6. University Stakeholders including IT, Schools, Divisions, Research and International
7. External agencies and consultants

CHALLENGES

1. Coordinating and communicating with multiple teams, vendors, and stakeholder groups to maintain momentum and complete work in a defined timeframe
2. Balancing operational delivery with governance reform, ensuring long-term compliance and security are embedded without disrupting service.
3. Navigating complex technical dependencies, evolving requirements and communicating to both technical and non-technical stakeholders
4. Working across project coordination and technical delivery and driving not only delivery but adoption

UNIVERSITY EXPECTATIONS

Ensure you are aware of and comply with legislation and University policies and procedures relevant to the duties undertaken including, but not limited to:

- Code of Conduct;
- Work Health and Safety and Wellbeing Management System;
- Western Sydney University Professional Staff Agreement 2022;

Anti-Discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by:

Date: